



KEMENTERIAN PENDIDIKAN TINGGI, SAINS,
DAN TEKNOLOGI
POLITEKNIK NEGERI BALI

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No. : 10.101011/PL.8.PW/PM/2025
Re. : Speaker Invitation
Attachment : Terms of Reference (TOR)

To:
Simon Smaluhn
CEO FAVOR

Dear Simon,

Warm greetings from Politeknik Negeri Bali!

As a vital component of the tourism ecosystem, Politeknik Negeri Bali plays a significant role as an academic institution, not only in preparing future leaders in tourism and hospitality but also in facilitating the exchange of insights among professionals and scholars. These insights cover past best practices, emerging issues, and anticipated challenges and opportunities within the tourism industry. In line with this commitment, we are pleased to advise that we would conduct an International Community Service, which is initiated and organized by Applied Doctoral Program in Tourism Business, Politeknik Negeri Bali (PNB).

In a great support of these objectives, I am delighted to extend a sincere invitation for you to join us as a speaker in this International Community Service, which will focus on the main theme: "**Storytelling Techniques and Event Technology Training in Pinge Tourism Village**", which is scheduled on

Date : Saturday, 01 Nov 2025
Time : 08:30–14:00 (Bali Time, GMT+8)
Venue : Wantilan, Pinge Tourism Village

For your reference, please find enclosed the Terms of Reference (ToR). We would be truly honored to have your participation in this International Community Service. Thank you for considering this invitation. I sincerely look forward to receiving your confirmation and greatly appreciate your contribution to the advancement of postgraduate education.

Bali, 27 October 2025

Kind regards,

Prof. Dr. I Putu Astawa, SE, MM.
Head of Applied Doctoral Program in Tourism Business, Politeknik Negeri Bali

For confirmation, please contact:
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TERM OF REFERENCE (TOR)

International Community Service (PKM)

Tourism Business Study Program Applied Doctorate POLITEKNIK NEGERI BALI **“Storytelling Techniques and Event Technology Training in Pinge Tourism Village”**

1) EVENT INFORMATION

- Main Event : International Community Service (PKM)
- Organizers : Tourism Business Study Program Applied Doctorate, Politeknik Negeri Bali
- Main Theme : Storytelling Techniques and Event Technology Training in Pinge Tourism Village
- Panel Title : Optimizing ChatGPT and Event Technology to Enhance the Tourist Experience
- Date : 01 November 2025
- Time : 10.22 - 11.22 Wita
- Venue : Pinge Tourism Village

2) BACKGROUND

As part of the International Community Service (PKM) program focused on "Storytelling Techniques and Event Technology Training in Pinge Tourism Village," this panel discussion brings together international experts to explore the practical application of modern digital tools. Pinge Tourism Village, rich in cultural narratives, stands to benefit significantly from enhancing its storytelling methods. The rise of generative AI, particularly ChatGPT, offers unprecedented opportunities for creating personalized, engaging, and multilingual content. Simultaneously, event technology (such as AR, mobile apps, and booking systems) is crucial for streamlining operations and creating immersive visitor experiences. This panel will bridge the gap between these advanced technologies and the on-the-ground needs of a community-based tourism destination, providing actionable strategies for the future.

3) OBJECTIVES

- To explore practical applications of ChatGPT for content creation, personalization, and marketing in a tourism village setting.
- To showcase current and future trends in event technology that can enhance visitor engagement and operational efficiency.
- To provide actionable insights and best practices for implementing technology sustainably within a community-based tourism model like Pinge Village.
- To foster international dialogue and knowledge exchange between academics, industry practitioners, and the local community.

4) PANEL SPEAKERS

- 1) Mr. Martijn Olde Loohuis: Founder, Loohuis Project, The Netherlands
- 2) Mr. Simon Smaluhn: CEO, FAVOS, Germany
- 3) Ms. Kan Yan:, China

5) TARGET AUDIENCES

- Doctoral Students of Politeknik Negeri Bali
- Community members and leaders of Pinge Tourism Village
- Local tourism operators and stakeholders

6) PANEL FORMAT

This will be a 60-minute interactive panel discussion:

- 5 min : Moderator's Introduction
- 30 min : Speaker Presentations (10 minutes each, focusing on their key points)
- 20 min : Moderated Discussion and Audience Q&A
- 5 min : Conclusion from Moderator and Closing Statement from Speakers

7) KEY DISCUSSION POINT FOR SPEAKERS

Mr. Martijn Olde Loohuis (Founder, Loohuis Project)

Speaker Angle : Community Empowerment and Sustainability. Focuses on how to use practical, simple technology as a tool to help the local community tell their own stories better and manage their tourism assets independently for the long term.

- a) Using AI (like ChatGPT) to amplify and improve local stories, not replace them.
- b) Choosing simple, low-cost technology (like QR codes or WhatsApp) that is easy for the community to manage.
- c) The importance of training the local community so they can manage the technology themselves for the long term.

Mr. Simon Smaluhn (CEO FAVOURSE)

Speaker Angle : Business and Operational Value. Focuses on how technology can deliver measurable results, improve efficiency by automating tasks, and provide data to help the village make smarter business decisions.

- a) Proving the value of technology by tracking results, such as an increase in bookings or better online reviews.
- b) Using ChatGPT to automate simple tasks (like answering FAQs or handling bookings) to save time for hospitality staff.
- c) Collecting visitor data through technology to understand what guests want and how to improve their experience.

Ms. Kan Yan

Speaker Angle : Market Expansion and Modern Visitor Engagement. Focuses on using mobile-first technology and AI translation to attract new international markets (like China) and make the visitor's experience more interactive and seamless.

- a) Creating a simple "all-in-one" mobile experience (like a mini-website) for information, booking, and payments.
- b) Using AI to instantly translate local stories into many languages (like Mandarin) to attract more international tourists.
- c) Making the visit more fun and interactive with tools like social media campaigns or a digital scavenger hunt.

QUESTIONS LIST FOR SPEAKERS

1. Questions to All Speakers :

- For a community like Pinge Village with limited resources, what is the single most practical and low-cost first step they should take to start using AI like ChatGPT in their day-to-day operations?
- Looking 5 years into the future, what is one technology trend—whether it's AI, augmented reality, or something else—that you believe will fundamentally change how small tourism villages like Pinge operate and tell their stories.

2. Questions for Mr. Martijn Olde Loohuis (Community & Sustainability Angle)

- You emphasized community training. In your experience, what is the biggest challenge in getting the entire community, especially the older generation, to trust and adopt new tools like ChatGPT?"
- Can you give us a practical example of 'co-creation'? How would a village elder and a young student use ChatGPT together to create a new tour script, without the AI's voice overpowering the village's authentic narrative?"

3. Question for Simon Smaluhn (Business & Operational Angle)

- As a CEO, you focus on results. For a small village, 'Return on Investment' (ROI) can sound complex. What is the **simplest, easiest way** for Pinge Village to measure if their new AI chatbot or booking system is actually working and bringing in more value?
- Data is key to business. If Pinge Village could only start tracking **one piece of visitor data** tomorrow, what single metric would you recommend that gives them the most valuable insight for improving their business?

4. Questions for Ms. Kan Yan (Market Expansion & Engagement Angle)

- You understand the Asian market. Beyond just *translating* words into Mandarin, how can ChatGPT help Pinge Village **adapt its stories** to fit the *cultural expectations and interests* of a tourist from China?
- In Asia, 'super-apps' like WeChat are dominant. Since Pinge Village cannot build a super-app, what is a **realistic mobile-first strategy** for them? Is a good mobile website enough, or should they focus more on platforms like TikTok and Instagram?